



DE/11/LLP-LDV/TOI 147 420

The strategic health development plan for SMEs – Stage 3

Based on the outcome of the Health Check the learning promoter will identify areas of improvement within his/her SME. The learning promoter should try to involve not only the management but also the other employees in this discussion.

The strategic health development plan for SMEs is not directed towards the individual health of employees but towards the setting up of a general healthy environment within SMEs which serves as a prerequisite for working and learning processes.

For setting up a strategic health development plan for the SME, the following procedure, initiated and led by the learning promoter is suggested

Background

Give a short description of the plan background, its perspective, necessity and history. This is often easier to do after you have described the idea and purpose of the plan.

Idea

Describe in two or three lines **what** you want to do.

Purpose

Describe in two or three lines **why** you want to go ahead with the plan.

Aim

Describe comprehensively the expected aims of the plan, preferably as a bullet list.

Contents

Under contents you have the possibility to describe the plan details. What are you going to do? What will make this plan a success?

Internal organization and resources

What could be hindrances or promote the healthy development plan within the SME

Partners/network – external

Please list partners, co-operators and everybody else you have to work with, get permissions from if you want to realize the plan, or could be helpful for realization

Action plan

The action plan is the time line that you have to draw. It has to show the time from the beginning of the realization of the plan, give milestones and deadlines.

Marketing

Describe how you want to promote the plan

- Towards management
- Employees
- In the long run could be also an interesting aspect of external marketing (like, we are caring for our employees, being interested in their wellbeing)

Evaluation

Decide upon a date for plan evaluation and decide which evaluation model you want to use. It is advisable that an assessment plan is established so as to follow-up the progress of the planned actions and introduce the necessary improvements so as to ensure that aims are achieved.

The assessment plan should define dates which serve as milestones, and ideally should include topics such as:

- Have improvements been made (since the starting of the plan implementation or since the previous milestone)? Can you describe these improvements?
- To what extent have the established aims been met? If not, describe briefly the deviations over the initial plan.
- Have the foreseen hindrances been overcome? If so, how?
- Were resources allocated appropriately?
- Have there been any unexpected benefits?
- Modifications to the initial plan (if necessary).

Documentation

It is very important to make a continuous documentation of what is happening during the plan process. Another useful tool is to write a plan diary, it can be very helpful during the realization of the plan, but most of all when the time has come to evaluate it.

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